



2007

Massachusetts Law Enforcement Challenge



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Based on the number of vehicle miles traveled, the rate of motor vehicle fatalities in the United States had been declining over the past decade. In fact, in 2006, the fatality rate reached its lowest level ever recorded at 1.42 per 100 million vehicle miles traveled. Additionally, 868 fewer people died in crashes in 2006 as compared to 2005, the lowest drop in total deaths in 15 years. Passenger vehicle occupant fatalities declined in 2006 and, for the first time since 1992, fatalities dropped for light-truck occupants. Injuries were also down in 2006, with passenger car injuries declining by 6.2 percent and large truck injuries falling by 15 percent. However, fatalities increased for motorcycle riders for the 9th year in a row in 2006. While today's traffic fatality rate is a dramatic reduction over the 1975 rate of 3.35 fatalities per 100 million vehicle miles traveled, the goal of the U.S. DOT and NHTSA is to lower the rate to 1.0 fatalities per 100 million miles traveled by 2011. To that end, NHTSA has joined forces with the International Association of Chiefs of Police (IACP), the National Sheriffs' Association (NSA) and law enforcement officers nationwide, to support traffic law enforcement.

The Massachusetts Law Enforcement Challenge is an innovative program that provides an avenue to stimulate traffic law enforcement in any police or sheriff agency. The program targets three major traffic safety priorities: occupant protection, impaired driving, and speeding. The **Click it or Ticket** campaign incorporates high visibility enforcement efforts. Experience has shown that such programs can substantially increase safety belt use rates in a very short period of time and heighten the public's interest in its support of positive, prevention-oriented law enforcement efforts. For the past two years over 55 percent of persons killed in vehicle fatalities were not wearing a seat belt.

Federal regulations require the use of safety belts by commercial motor vehicle drivers. A national public-private partnership — the **Seat Belt Partnership**, which combats low seat belt use among the nation's commercial motor vehicle drivers — has been underway for four years and the nation has made major strides in this area. The International Association of Chiefs of Police (IACP) is a member of this Seat Belt Partnership and is working to improve safety belt use among drivers of large trucks. For more information regarding the Seat Belt Partnership, see www.fmcsa.dot.gov/safetybelt.

In the area of impaired driving enforcement, the Massachusetts Law Enforcement Challenge will recognize outstanding efforts that create general deterrence by conducting high visibility impaired driving enforcement, both during brief periods of heightened enforcement and on a sustained basis throughout the year. Heightened enforcement was achieved in 2006 during the National Crackdown on impaired driving during the campaign, which was conducted around the Labor Day holiday.

During 2007, the federal campaign **Drunk Driving: Over the Limit. Under Arrest.** was used to support the Labor Day crackdown. The campaign promoted high levels of law enforcement participation and was supported by millions of dollars of paid advertising. Sustained impaired driving enforcement throughout the year, which is highly visible and well publicized, enhances general efforts by making it clear to the public that law enforcement is serious about enforcing impaired driving laws. Through the efforts of high visibility enforcement and



better training of prosecutors, law enforcement officers and DUI courts, positive strides are being made in reducing alcohol-related fatalities.

Finally, the Massachusetts Law Enforcement Challenge recognizes agencies that have innovative speed management programs. Speeding has consistently been estimated to be a contributing factor in one-third of all fatal crashes. Innovative and effective speed enforcement combined with a speed management plan can have a significant impact in reducing speed related fatalities.

America's law enforcement community must set ambitious goals for traffic safety enforcement and education. A motor vehicle fatality occurs every 12 minutes on America's highways. Law enforcement officers have unprecedented opportunities to prevent those fatalities, to reduce the number of serious crash injuries, and to impact positively spiraling emergency services and health care costs. The Massachusetts Law Enforcement Challenge allows law enforcement agencies to set comprehensive goals, to strive to reach new heights, to share their experiences with others, and to be recognized for their traffic safety accomplishments; in short, to make significant differences in the communities their officers serve professionally. The competition has no losers — only winners — for saving lives and reducing injuries are the true reward of their efforts.

www.nhtsa.gov



Award Categories

Municipal Agencies

Massachusetts Challenge

1. 1-10 Officers
2. 11-25 Officers
3. 26-50 Officers
4. 51-75 Officers
5. 76-125 Officers
6. 126-300 Officers
7. 301-500 Officers
8. 501 or More Officers



National Challenge

1. 1-8 Officers
2. 9-16 Officers
3. 17-25 Officers
4. 26-35 Officers
5. 36-45 Officers
6. 46-65 Officers
7. 66-100 Officers
8. 101-200 Officers
9. 201-500 Officers
10. 501-1,250 Officers
11. 1,251 or More Officers



State Police & Other Agencies

1. Massachusetts State Police
2. Federal Agencies
3. Military Police
4. College & Universities
5. Private
6. Tribal
7. Special Enforcement Agencies (RMV, etc.)
8. Multi-Jurisdictional Agencies

IACP National Law Enforcement Challenge

All state entries will be sent automatically to the IACP for consideration in the National Law Enforcement Challenge Program.

National Challenge Championship Class

First place winners from the 2006 National Challenge, regardless of agency size, will compete in this class.

Submit
original & one
copy of application by

April 11, 2008

to:

**Mass. Law Enforcement Challenge
ATTN: Caroline Hymoff
Executive Office of
Public Safety & Security
10 Park Plaza, Suite 3720
Boston, MA 02116**

Special Awards Categories

National Challenge Only

First Time Entry

The "Rookie of the Year" Award will be presented to an agency that is entering the Challenge for the very first time. This award is open to all first-time entries, regardless of category.

Occupant Protection Award

Applicants will be judged on their notable efforts to promote and enforce occupant protection laws.

Impaired Driving Award

Applicants will be judged on their notable efforts to detect and apprehend impaired drivers.

Speed Awareness Award

Applicants will be judged on their notable efforts to address the problem of speeding.

Child Passenger Safety Award

Applicants will be judged on their efforts to promote and enforce child passenger safety restraints in their communities.

Underage Alcohol Prevention Award

Agencies will be judged on their notable efforts to address the problems of underage drinking and of drinking and driving by those under the legal drinking age.

Bicycle/Pedestrian Safety Award

Agencies will be judged on their efforts to promote and enforce bicycle and/or pedestrian safety in their communities.

Commercial Vehicle Safety Award

Agencies will be judged on their notable efforts to promote and enforce occupant protections laws and their overall comprehensive education and enforcement programs for commercial vehicles. (NOTE: If you wish to apply for this award, please also fill out the additional application on the next page.)

Special Awards

In addition to the first, second, and third place Challenge awards an agency can receive, there are several other "special awards" for which they may compete.

If your agency wishes to do so, your application should include a separate tab or section for each special award for which you wish to be considered.

To ensure that your agency is considered for one of these awards, please follow closely the guidelines for applying for special awards in the "How To" booklet available online at: www.theiacp.org.

Motorcycle Safety Award

Applicants will be judged on their efforts to promote and enforce motorcycle safety in their community.

Technology Award

Applicants will be judged on their efforts in addressing traffic safety concerns using new and/or innovative technology. *Examples: crash data collection technology (laptop computers), video cameras, speed indicator trailers, total station crash investigation etc.*

Clayton J. Hall Memorial Award

This special award, honoring the memory of Clayton J. Hall, a highway safety leader who helped develop the Law Enforcement Challenge concept and many other innovative safety programs, is presented annually to the law enforcement agency that submits the most comprehensive traffic safety program. All agencies entered in the 2007 National Law Enforcement Challenge will be considered for this award.

Special Awards

Commercial Vehicle Safety Award Application

Number of North American Standard certified CMV Officers/Inspectors: ____

I. Public Information/Education

Provide a written narrative of all of the CMV public information & education efforts conducted during 2007 to address CMV occupant protection, speed, etc. Also, include all information on your total CMV traffic safety programs and initiatives during 2007.

____ Yes ____ No Did you conduct CMV traffic safety educational/enforcement mobilizations/campaigns? (High crash/CMV traffic corridors, CMV strikeforce activities, International Road-check, Operation Air Brake/Brake Safety Awareness Week)

II. CMV Enforcement Activity

Provide a brief narrative explaining what your agency accomplished. (During any three months of 2007.)

____ # of roadside inspections ____ # of motorcoach/bus inspections
____ # of CMV safety belt citations ____ # of CMV safety belt warnings
____ # of arrests for impaired driving (CMV only)
____ # of special CMV enforcement efforts in 2007; and,
How many were checkpoints? ____ How many were saturation patrols? ____

III. Effectiveness of Efforts

Provide a narrative of your effectiveness, i.e., "How did the CMV programs impact your overall effectiveness?"

CMV Safety Belt Usage Rate — Beginning rate: ____% Mo/Yr: ____/____
End rate: ____% Mo/Yr: ____/____ (At least 6 months apart)

Percentage of 2007 CMV Fatal and Injury Crashes that were,

a) Speed-related: ____%; b) Alcohol-related: ____%

Total CMV crashes for 2005: ____; 2006: ____; 2007: ____

Total CMV fatalities for 2005: ____; 2006: ____; 2007: ____

Challenge Scoring Guide

Policy & Guidelines (20 possible points)

Applicants **MUST** provide a copy of their policies and guidelines for safety belt use within the agency as well as enforcement policies and guidelines for safety belt, child passenger safety restraints, impaired driving, and speed. If your agency has no policy for the requested target areas, provide a brief statement saying so — do not make the judges search for one. Also, do not say that you have a policy or enforcement guidelines and then neglect to include them.

Training (20 possible points)

Outline the training conducted during the year in each of the following areas (5 possible points each):

- **occupant protection** (usage and enforcement);
- **impaired driving** (detection and apprehension);
- **speed enforcement** (public information, detection and apprehension); and,
- **other overall comprehensive traffic safety training** (MCS, pedestrian, bike safety, etc.).

Provide a brief narrative about the training your agency conducted/received during the year. Include the percentage of officers trained in each category.

Incentives & Recognition (15 possible points)

Additional points are awarded for agencies that reward officers for a job well done and citizens that practice safe driving. Rewards and incentives are important elements in letting people know that traffic safety is a priority in the community and the agency.

Up to 5 points will be awarded in each of the following areas: participation in **Saved by the Belt programs** (state or local program or IACP Saved By the Belt); recognition of officers for **DWI enforcement**; and recognition of officers for **speed enforcement**.

Enforcement Activity (40 possible points)

Provide the number of citations/warnings issued by your department for

- **safety belt/child safety seats** (20 possible points);
- **impaired driving** (10 possible points); and,
- **speeding violations** (10 possible points)

for any of the best three (3) month periods during the year — they do not have to be consecutive months nor the same three months of the target programs.

Complete “How-To” Guide

- For an expanded explanation of the
- judging criteria and additional guidance
- on assembling your Law Enforcement
- Challenge application, download the
- complete “How-To” Guide from the IACP
- web site — www.theiacp.org.

Public Information & Education

(40 possible points)

The points awarded in this section are based on your efforts to promote the issues of **occupant protection** (20 possible points), **impaired driving** (10 possible points), and **speed enforcement** (10 possible points). Show your creativity in promoting your programs. Provide a narrative of your public information and education activities and of your efforts to publicize highly visible enforcement during the year. Tell us what you have done and how you got the message out to the public.

How Effective Were You? (40 possible points)

The secret to this section is very simple: do the research and find the numbers. This is not only important for completing your challenge application, but the data also will help you to evaluate and build your entire traffic safety program. This section can be used as a barometer of how well your agency is doing.

At a minimum, address your traffic program’s effectiveness in the following areas: change in safety belt use over a 6 month period, change in the number of speed- and alcohol-related fatalities and injury crashes from previous years, and change in the total number of crashes from previous years. Your effectiveness documentation should also include results of some of your enforcement programs.

Quality of Submission (15 possible points)

How well did you organize your application? (Your submission should follow the order of the application.) Is all of the information clearly provided and is it creatively presented? The judges will look at how much effort you expended in preparing your application.

Challenge Application Checklist

Use this checklist to ensure you report what your agency was involved in during the year. This is a partial list of some of the required materials. For more detailed instructions on how to complete your Challenge application, download the "How-To" Guide from the IACP website — www.theiacp.org.

Have you included... ?

- _____ Written policy requiring officer safety belt use
- _____ Written guidelines for enforcing belt laws
- _____ Written guidelines for speed enforcement
- _____ Written guidelines for impaired driving enforcement
- _____ Training Information – Updates or new training during the past year: Roll-call, in-service, seminars, conferences, etc.

Did you include... ?

- _____ An outline of your public information campaigns and programs
- _____ Nomination of officers for any traffic safety awards either locally or in the state or nationally
- _____ Departmental awards
- _____ Memberships in any safety groups or transportation safety commissions where your department played an active role
- _____ Participated in any child passenger safety training and programs
- _____ Nomination for Saved by the Belt/Air Bag Awards
- _____ Any public/private partnerships in traffic safety activities
- _____ Multi-jurisdictional projects such as checkpoints
- _____ Use of speed trailers, numbers of times used and how they were deployed and what was the effect
- _____ Presentations to groups – PTA, Scouts, employers, military, etc.
- _____ Media coverage highlighting your highway safety activities
- _____ Number of times your message or activities appeared or were mentioned on TV or radio
- _____ Show signs and billboards produced and/or used by your agency
- _____ Safety belt Challenges and or surveys for your jurisdiction
- _____ Pictures of handouts and printed materials
- _____ Summary of press releases and /or media coverage

Did you provide... ?

- _____ Completed Challenge Application
- _____ Enforcement data
- _____ Citations for three months for safety belts, DUI, & speed
- _____ Seat belt surveys (pre & post) in your community
- _____ Percentage (%) of fatalities / injuries that were alcohol & speed related
- _____ Special award information tab or section you need to include for judging the special awards for which you wish to be considered (Rear of book/presentation)

**For more information
about the Challenge
program, or for
assistance with your
application, contact:**

**Caroline Hymoff
Massachusetts Law Enforcement
Challenge Coordinator**

Phone: (617) 725-3334

Caroline.Hymoff@state.ma.us

2007 APPLICATION

Check One:

- ☐ Municipal Police
(City, County, or Town)
- ☐ Sheriff
- ☐ State Police/
Highway Patrol
- ☐ Federal Agency
- ☐ Military Police
- ☐ University
- ☐ Private
- ☐ Tribal
- ☐ Special
Enforcement
Agency (DMV, etc.)
- ☐ State Association
- ☐ International
- ☐ Multi-Jurisdictional

Special Award Consideration

Check All That Apply:

- ☐ First-Time Entry
- ☐ Occupant
Protection
- ☐ Impaired Driving
- ☐ Speed Awareness
- ☐ Child Passenger
Safety
- ☐ Underage Alcohol
Prevention
- ☐ Technology Award
- ☐ Bicycle/Pedestrian
- ☐ Commercial Vehicle
- ☐ Motorcycle Safety

Agency Name: _____ Phone: (____) ____-____
 Agency Head: _____ Fax: (____) ____-____
 Address: _____ E-Mail: _____
 City/State/Zip Code: _____ No. of Sworn Officers: _____
 Contact Name/Rank: _____ No. of Patrol Officers: _____

I. Policy and Guidelines (Agency MUST provide brief narrative or copy.)

This agency has:

- ___Yes ___No A written policy requiring officer safety belt use.
 ___Yes ___No A written policy/guidelines making enforcement of safety belt and child passenger
 safety restraint laws a priority.
 ___Yes ___No A written policy/guidelines making speed enforcement a priority.
 ___Yes ___No A written policy/guidelines making impaired driving enforcement a priority.

II. Training of Officers (Agency MUST provide brief narrative or outline of activities.)

- _____(#) _____% of patrol officers, who received in 2007, updates or new training in occupant
 protection.
 _____(#) _____% of patrol officers, who received in 2007, updates or new training in impaired
 driving detection and apprehension.
 _____(#) _____% of patrol officers, who received in 2007, updates or new training in speed
 enforcement.
 _____(#) _____% of sworn officers, who received any traffic safety related training in the past.
Include: occupant protection, impaired driving, speeding, aggressive driving, bike/pedestrian, MCS, etc...

III. Incentives and Recognition (Provide narrative or program details.)

This agency participates in:

- ___Yes ___No Saved by the Belt/Air Bag (IACP officer and/or citizen award programs).
 ___Yes ___No Officer recognition programs for impaired driving detection and apprehension.
 ___Yes ___No Officer recognition programs for speed detection and apprehension.

IV. Public Information and Education

Provide a written narrative of all the public information & education efforts conducted during 2007
 to address occupant protection, speed and DUI. Also include all information on your total traffic
 safety programs and initiatives during 2007.

- ___Yes ___No Traffic safety educational/enforcement mobilizations/campaigns
 (Operation ABC, Click It or Ticket, Safe and Sober, Smooth Operator, or
 Drunk Driving: Over the Limit. Under Arrest./Checkpoint Strikeforce).

V. Enforcement Activity (During any three months of 2007) Provide brief narrative explaining what your agency accomplished.

- _____ # of citations, _____ # of warnings for safety belts
 _____ # of citations, _____ # of warnings for child passenger safety violations
 _____ # of citations, _____ # of warnings for speeding
 _____ # of arrests for impaired driving, _____ # of special enforcement efforts in 2007
 How many were checkpoints? _____ How many were saturation patrols? _____

VI. Effectiveness of Efforts Provide a narrative of your effectiveness. (i.e. "How did the programs impact your overall effectiveness?")

Safety belt usage rate — Beginning rate: _____% Mo/Yr: _____/_____
 End rate: _____% Mo/Yr: _____/_____ (At least 6 months apart)
 Percentage of 2007 fatal and injury crashes related to: Speed — _____% ; Alcohol — _____%
 Total crashes for 2005: _____ 2006: _____ 2007: _____